Directions: Students are to create a live commercial to advertise their version of the seven habits. Commercial should be about 4 minutes long. Commercials should be very informative, persuasive, and creative. The use of props contributing to the commercial is required. Props include a copy of the book, a digital background, attire, and/or other creative material additions.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Content** | **4** | **3** | **2** | **1** |
| **Oral Presentation** | Interesting, well-rehearsed with smooth delivery that holds audience attention. | Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience attention. | Delivery not smooth, but able to hold audience attention most of the time. | Delivery not smooth and audience attention lost. |
| **Originality** | Commercial shows a large amount of original thought. Ideas are creative and inventive. | Commercial shows some original thought. Work shows new ideas and insights. | Uses other people's ideas (giving them credit), but there is little evidence of original thinking. | Uses other people's ideas, but does not give them credit. |
| **Props** | Student uses several props (could include costume) that show considerable work/creativity and which make the presentation better. | Student uses 1 prop that shows considerable work/creativity and which make the presentation better. | Student uses 1 prop which makes the presentation better. | The student uses no props OR the props chosen detract from the presentation. |
| **Storyboard Mechanics** | No misspellings or grammatical errors in **storyboard**. | Three or fewer misspellings and/or mechanical errors. | Four misspellings and/or grammatical errors. | More than 4 errors in spelling or grammar. |
| **Seven Habits** | Each Habit is fully explained with a definition of the habit. | Most Habits are fully explained with a definition of the habit. | Some habits are explained with a definition of the habit. | No habits are explained. |
| **Time-Limit** | Commercial is 4 minutes long. | Commercial is 30 seconds over or under one minute long. | Commercial is 1 minute over or under. | Commercial is 2 minutes over or under. |

/24